



REQUEST FOR INFORMATION (RFI) 16-0224

Sports Tourism Event Recruitment and/or Management at the South Lake Regional Park

RFI Number:	<u>16-0224</u>	Contracting Officer:	<u>B. Schwartzman</u>
Issue Date:	<u>July 26, 2016</u>	Response Date/Time:	<u>August 24, 2016</u>

I. Request for Information (RFI)

An RFI is an informal written document prepared and issued for the purpose of seeking information, comments, or reactions from industry regarding a specific or general issue or concern. An RFI may be used during the market research phase of an acquisition to assist the County in identifying potential proposers, approaches, general pricing estimates, or other relevant information. This specific RFI is intended to determine market conditions and vendor capabilities regarding the recruitment and/or management of sports tourism oriented events at the planned South Lake Regional Park ("Park").

II. Designated Procurement Representative

Responses to, and questions concerning any portion of, this RFI shall be directed in writing to Barnett Schwartzman as follows:

Lake County BCC
Office of Procurement Services
315 W. Main Street, Room 441
PO Box 7800
Tavares, FL 32778-7800

Phone: 352-343-9424
Fax: 352-343-9473
e-mail: bschwartzman@lakecountyfl.gov

III. RFI Purpose and Process

Purpose: The general requirement is to perform the sports/tourism-related recruitment and/or management services designated below. The selected vendor must maintain all insurance coverages required by regulation or statute for the described operations.

Specific requirements to be performed include, but are not limited to:

- Developing a detailed plan for generating sports tourism events at the South Lake Regional Park, either through recruitment or event management. The plan must include visitor and economic impact projections
- Working with Lake County Parks and Trails Division to develop maintenance plan and to coordinate all scheduling.
- Remaining responsible for all on-site management and operations of sporting events identified in Plan
- Providing all marketing and advertising for events to ensure high visitation and usage
- Monitoring and tracking usage of Park for all vendor-managed events

The vendor shall complete all documents required for administration of the work in all regards, and will be responsible for the acquisition of all required permits for all of the work to be performed. The vendor shall provide all labor, supervision, materials, equipment and operations necessary to complete the specified efforts and related event(s) in full accordance with all applicable regulations and statutes. The vendor agrees to comply with all terms, conditions, and requirements of any governing regulatory entity having an established interface or controlling responsibility with the specific effort to be performed.

Process: The County may seek to select one or more vendors with the resources and expertise to recruit and/or manage specific sports tourism oriented events at the Park and who can successfully develop a sports tourism plan ("Plan") that will complement the recreational sporting needs of the local residents. The County seeks to understand the potential sports tourism impacts of the Park in order to determine what portion of the Park (fields, field time, etc.), if any, can or should be utilized for the purposes of sports tourism and, subsequently, how much tourist development tax revenue could be utilized to assist in the funding of the Park. The selection process will be based on County evaluation of the following factors:

- a. Projected visitor, room night and associated economic impacts of proposed recruitment/management Plan
- b. Past performance record of successful sports tourism event recruitment and/or management
- c. Compatibility of Vendor's Plan with South Lake Regional Park Master Plan
- d. General degree of experience working in a public-private partnership

It is not expected that a single vendor will produce a Plan encompassing multiple sporting activities, and selection decisions will not be based on the number of different sporting activities being proposed. Rather, the County is looking for vendors to provide a plan that builds off of the vendor's unique strengths and capabilities, which could include a single sporting activity (ie. youth baseball) or multiple sporting activities. The Plan must also, to the greatest extent possible, adhere to the layout and field assignments outlined in the South Lake Regional Park Master Plan, as proposed. It is not expected that adjustments will be made to the Master Plan to reflect sports tourism proposals.

Attachment A describes the basic technical qualifying input that must be provided by any responding vendor to be considered for inclusion in the qualified bidding group. Vendors are encouraged to provide additional qualifying information in conjunction with their response to this RFI.

Please return three copies of the completed response to the RFI, each with a completed Attachment A, to the location stated in Section II above.

Response by the designated date and time will ensure full consideration of your response.

IV. Overview of the Requirement

Lake County is currently in the process of completing a master plan for the Park, which is to be located west of Clermont at SR 50 and Max Hooks Road. The primary purpose for the Park is to service the tremendous growth in demand for youth sports being generated in the South Lake area as a result of household growth in the region. The Park will become a significant recreational asset for the residents of South Lake County and will likely include a wide-range of recreational opportunities for residents, including, but not limited to, multi-purpose fields for soccer/football/etc., softball fields and baseball fields.

While the Park's primary purpose is to serve the recreational needs of South Lake County residents, Lake County fully recognizes the positive impacts that sports tourism has on Lake County's economy. It is estimated that sports tourism accounts for roughly 50% of Lake County's visitation and room night generation. It is vital to Lake County's sports tourism industry, and thus, Lake County's overall economy, that Lake County continue to support and promote sports tourism efforts throughout Lake County, including ensuring that Lake County has an appropriate inventory of sports facilities to accommodate sports tourism uses.

Given the high demand for both recreational and sports tourism uses in Lake County, especially South Lake County, the two uses are often competing for a limited supply of fields and field time. The Park will be developed to serve the recreational sporting needs of the South Lake residents; however, given the high demand for sports tourism in the region, there may be opportunities for sports tourism uses at the Park, if those uses can complement and/or are supplementary to the needs of the local residents.

As part of the planning process for the Park, the Lake County Board of County Commissioners (“The BCC”) must identify and determine appropriate funding sources for the Park. The majority of funding for the Park will come from Lake County’s infrastructure sales tax; however, if the Park is to have a sports tourism component, another potential funding source could be the tourist development tax.

The tourist development tax is a local option transient rental tax on rentals or leases of accommodations in hotels, motels, apartments, rooming houses, mobile home parks, RV parks, condominiums or timeshare resorts for a term of six months or less. The revenues of the tourist development tax must be used to further promote tourism in Lake County and may be used for capital construction of tourism-related facilities.

REQUEST FOR INFORMATION (RFI) 16-0224

Sports Tourism Event Recruitment and/or Management at the South Lake Regional Park

ATTACHMENT A

Technical Response/Input

Responding Vendor: _____

Vendor Representative (printed name): _____

Vendor Representative (printed title): _____

Vendor Representative (signature): _____

Vendor Address: _____

Vendor Phone: _____ Vendor Fax: _____

Vendor e-mail address: _____

In addition to providing the information requested below, the Vendor shall also complete the attached “Event Information” form and “Work References” form in sufficient detail to enable the County to determine the adequacy of the vendor’s Plan and performance record. Vendors may provide additional references by completing additional copies of the form. Vendors are welcome to provide additional information in support of their response to this RFI.

Sports Tourism Plan:

Please provide an overview of your sports tourism plan in the space provided below (or via attachment) and fill out the sports tourism plan matrix on the following page, so that we may better understand your proposal:

[illegible]

GENERAL EVENT INFO						
EVE NT #	SPORT (eg. youth baseball, collegiate soccer, etc.)	AGE GROUPS	ORGANIZATIONS INVOLVED (eg. Little League Baseball, NCAA, AAU, etc.)	VENDOR OWNED OR BID SECURED (if bid, what is the estimated bid fee?)	LENGTH OF PROPOSAL (eg. 5 years, 10 years, etc.)	PLEASE NOTE ANY SPECIAL FIELD REQUIREMENTS (temporary and/or permanent)
1						
2						
3						
4						

**It is not necessary to submit more than one event. Number of events submitted will not be one of the criteria utilized in the selection process.*

FIELD USAGE AND IMPACTS							
EVENT #	SPORT (eg. youth baseball, collegiate soccer, etc.)	# OF FIELDS REQUIRED	FIELD TIME REQUIRED (eg. 5 nights for 3 hours per night, 1 day a week for 3 weeks, etc.)	FIELD UTILIZATION MONTHS (eg. Jan.-Feb.)	# OF TEAMS	# OF PLAYERS/ COACHES/ FAMILIES/ SPECTATORS	# OF ROOM NIGHTS GENERATED IN LAKE COUNTY
1							
2							
3							
4							
Total	-----	-----	-----	-----			

PREVIOUS EVENT EXPERIENCE

Name of Event	
Sport	
Location	
Vendor Owned or Bid Secured	
Number & Age Range of Participants	
Event Dates	
Partner or Host Contact Person & Contact Number	
Comments:	

Name of Event	
Sport	
Location	
Vendor Owned or Bid Secured	
Number & Age Range of Participants	
Event Dates	
Partner or Host Contact Person & Contact Number	
Comments:	

Name of Event	
Sport	
Location	
Vendor Owned or Bid Secured	
Number & Age Range of Participants	
Event Dates	
Partner or Host Contact Person & Contact Number	
Comments:	

WORK REFERENCES

Agency	
Address	
City, State, ZIP	
Contact Person	
Telephone	
Date(s) of Service	
Type of Service	
Comments:	

Agency	
Address	
City, State, ZIP	
Contact Person	
Telephone	
Date(s) of Service	
Type of Service	
Comments:	

Agency	
Address	
City, State, ZIP	
Contact Person	
Telephone	
Date(s) of Service	
Type of Service	
Comments:	

Public-Private Partnership Experience

Please provide an overview of your public-private partnership experience in the space provided below: (or via attachment):
